Reach the health and physical education market by branding your business with SHAPE America.

LEVERAGE the POWER of ACTIVE EDUCATORS

2020-2021 Media Kit

MAXIMIZE YOUR Exposure
GENERATE High-Value Leads
EXPAND YOUR Network
About SHAPE America

Who We Are

SHAPE America – Society of Health and Physical Educators is the national organization that serves as the voice for 200,000+ health and physical education professionals across the nation. Since its founding in 1885, the organization has defined excellence in physical education, and our National Standards for K-12 Physical Education serve as the foundation for well-designed physical education programs across the country.

We provide programs, resources and advocacy that support an inclusive, active, kinder, and healthier school culture and champion health and physical educators at every level, from preschool to university graduate programs. The organization’s newest program – health. moves. minds.™ – helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally. Our extensive community includes members, advocates and supporters, as well as 51 state affiliate organizations (including the District of Columbia). Together we are working, in and out of schools, to prepare every child to lead a healthy, physically active life. For more information, visit www.shapeamerica.org.
About SHAPE America

An Active Audience: SHAPE America Member Profile

**Employment**
- College/University: 21%
- PK-12: 10%
- High School: 13%
- Middle School: 11%
- Other*: 45%

*Includes early childhood, government, nonprofit, parks/recreation facilities

**Responsibility**
- Teacher: 62%
- College Professor: 17%
- Other*: 7%
- Administration: 14%

*Includes pre-service professional, exercise/fitness instructor, athletic trainer

**Interests**
- PE/Coaching: 57%
- Teacher Education: 8%
- Health Education: 9%
- Physical Activity/Adapted Physical Activity: 4%
- Other*: 23%

*Includes research, sport science, coaching
7 Ways to Connect with Health and Physical Educators

Connect with prospective health and physical education (HPE) customers using an integrated approach that includes digital advertising, advertorials, and face-to-face engagement. This positions your company as a leader in the HPE market, adding value to your sales proposition. Here are seven ways SHAPE America helps you reach potential customers.

**Partners for Active & Healthy Children**

Priced at just $949 annually, this corporate/non-profit membership program offers a wide range of visibility and branding opportunities, engagement with SHAPE America leadership and members, and exclusive discounts. [Learn more.](#)

**Professional Learning & Advocacy Events**

Attendees rely on the mobile app, website and/or printed materials associated with SHAPE America’s professional learning and advocacy events to maximize their on-site experience. Ads range from $100 – $4,000. [Learn more.](#)

**Et Cetera e-Newsletter**

Reach 41,000 health and physical education professionals through this bi-weekly e-newsletter. Advertising and advertorial opportunities help tell your story. 1-month insertions as low as $225; multiple insertion discounts available. [Learn more.](#)

**SHAPE America Blog**

The blog covers a broad range of topics and perspectives through articles by association leaders, content experts, book authors, and other invited guests. 1-month insertions starting at $453; multiple insertion discounts available. [Learn more.](#)

**HPE Marketplace Guide**

The online HPE Marketplace Guide provides a one-stop source for HPE professionals to identify vendors for the products and services they need for their classrooms. Listings starting as low as $200 annually. [Learn more.](#)

**SHAPE America Website**

With 2+ million annual page views, the SHAPE America website is a key resource for HPE professionals. 1-month insertions as low as $86; multiple insertion discounts available. [Learn more.](#)

**Momentum Digital Magazine**

SHAPE America’s award-winning digital magazine reaches 41,000 HPE professionals three times throughout the year and provides you with opportunities to help tell your story. Single insertions as low as $730; multiple insertion discounts available. [Learn more.](#)
About PAHC

SHAPE America’s Partners for Active and Healthy Children (PAHC) membership program connects the business and nonprofit communities with our nation’s health and physical educators. PAHC members provide annual financial contributions that support a broad array of SHAPE America initiatives, programs and projects that promote effective health and physical education. In exchange, PAHC members will:

- Benefit from valuable insights on issues facing the health and physical education market, such as legislation, market trends, activities, and more;
- Network with like-minded businesses and nonprofit organizations that are ensuring that all children have the opportunity to lead healthy, physically active lives;
- Gain access to SHAPE America leadership by providing a forum for discussion and strategic thinking on ways to help develop our industry and the SHAPE America membership; and
- Receive exclusive perks such as complimentary listings in the HPE Marketplace Guide, year-round recognition, and additional savings on exhibit space and year-round advertising.

Membership Eligibility

PAHC membership is open to corporations and nonprofit organizations that share SHAPE America’s commitment to put all children on the path to health and physical literacy through effective health and physical education programs.

Membership Term and Annual Dues

Annual PAHC membership dues are $949.

Organizations may join PAHC on a rolling basis, and all memberships are active for a period of 12 months. Membership activates on the first of the month following receipt of a completed application (e.g., application received September 14, 2020, membership activates on October 1, 2020 and expires on September 30, 2021).
## Your Ticket to Exclusive Perks

### Brand Awareness and Visibility
- Use of the PAHC digital member badge for inclusion in marketing emails, website and other promotional materials
- Year-round Basic Listing in the [HPE Marketplace Guide](#) including up to three (3) product/service categories. Each listing includes company name, phone number, and active web and email links. Additional categories available for $50 each or upgrade to a Premier Listing for an additional $135. (a $200 value)
- One (1) Sixth-page Square ad insertion in the *Momentum* digital magazine issue of your choice – fall, winter or spring (a $300 value; exclusively available to PAHC members)
- Logo and hyperlink on the [Partnerships](#) and [PAHC](#) landing pages on the SHAPE America website (12 months)
- Periodic logo and hyperlink recognition on the SHAPE America blog
- Logo and hyperlink included in a PAHC acknowledgement in each issue of *Momentum*
- Logo recognition on signage displayed during the SHAPE America National Convention & Expo

### Exclusive Discounts
- **NEW!** 20% discount on Sponsored Webinars: limit 1 per month and 1 per sponsor annually
- 15% discount on up to 300 sq. ft. of exhibit booth space for the SHAPE America National Convention & Expo
- **NEW!** 15% discount on SHAPE America National Convention & Expo sponsorship opportunities; some restrictions may apply.
- 10% discount on advertising throughout the year (includes *Momentum*, *Et Cetera*, SHAPE America blog, SHAPE America website, SPEAK Out! Day, SHAPE America National Convention & Expo, and the SHAPE America Professional Learning Institute)
- **NEW!** 5% discount a virtual exhibit booth for the SHAPE America Professional Learning Institute
- **NEW!** 5% discount on SHAPE America Professional Learning Institute sponsorship opportunities; some restrictions may apply.

### Insights and Advocacy
- Periodic virtual meeting invitations, which may include advocacy/ESSA updates, CEO updates, or requests to participate in focus groups
- Invitation to SPEAK Out! Day, SHAPE America’s annual advocacy event on Capitol Hill (travel/hotel are at member’s expense)
- Complimentary subscription to *Momentum*, SHAPE America’s digital member magazine, distributed three times annually (circ. 41,000)
- Complimentary subscription to *Et Cetera*, SHAPE America’s bi-weekly e-newsletter (circ. 41,000 subscribers)

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### Additional Perks
- **Just $949 Annually!**

**JOIN NOW!**
2021 SPEAK Out! Day

Help support this important annual advocacy event!

Each year, approximately 200 SHAPE America members descend on the Nation's Capital to represent their state, meet with members of Congress and network with fellow members in order to “speak out” in support of school health and physical education.

Location & Dates
The 2021 SPEAK Out! Day event will be virtual!
March 2021 (Dates TBD)

Event Highlights

- "Prep Day" to brief attendees on current issues related to the Every Student Succeeds Act (ESSA), provide training on meeting talking points and responses to potential pushback, and engage in meeting role play with others from your state
- Virtual visits with congressional representatives and their staff
- Making the case for more funding to support school health and physical education programs

Support Opportunities

- Advertise: Increase your exposure before and during SPEAK Out! Day through advertising insertions on the event and/or mobile app. PAHC members save 10% off standard rates.
- Sponsor: SHAPE America offers sponsorship opportunities for corporate and nonprofit organizations that want to reach the health and physical education market. Demonstrate your advocacy support for the profession, while boosting your brand reputation and building loyalty! From virtual physical activity breaks to virtual refreshment breaks and networking opportunities, this important advocacy event provides the platform to support your objectives. PAHC members save 15% off standard rates. Email sponsors@shapeamerica.org for more information
2021 SHAPE America National Convention & Expo

Each year the SHAPE America National Convention & Expo brings together more than 4,000 health and physical educators from around the world – all dedicated to helping young people lead healthy, physically active lives. The Convention provides opportunities for professionals to explore new trends, learn from industry experts, and strengthen their professional networks.

Event Highlights

- More than 300 program presentations and industry experts in health, physical education, recreation and dance
- World-renowned keynote presenters including national award-winning teachers, popular TED Talk alumni, Olympic champions, and professional athletes
- Networking and social events
- A multi-faceted exposition with vendor demonstrations

Location and Dates
Baltimore, MD | April 13–17, 2021

Ways to Participate

Advertise
Increase your exposure before and during the 2021 SHAPE America National Convention & Expo through a wide range of electronic and print options. From the new pre-Convention Coupon Mailer to email and website banners to participation in the all-new CLICK Photo Scavenger Hunt Game, SHAPE America has a variety of solutions to fit your budget and goals. PAHC members save 10% off standard rates. Learn more.

Sponsor
SHAPE America offers sponsorship opportunities for corporate and nonprofit organizations that want to reach the health and physical education market. Boost your brand reputation, reach your target audience, build loyalty, and maximize your market share! From sponsor-curated sessions and alignment with keynote presentations to networking events and branded items, the SHAPE America National Convention & Expo provides the platform to support your objectives. PAHC members save 15% off standard rates. Learn more.

Exhibit
Attendees flock to the exhibit hall to explore the latest products, services and technologies that support the implementation of high-quality, standards-based physical education and skills-based health education instruction. PAHC members save 15% off on up to 300 sq. ft. of space. Learn more.

#SHAPEBmore
Sponsored Webinars

The COVID-19 pandemic has dramatically changed how schools operate and has illuminated the need to prioritize students’ safety, health and well-being. As school districts create new instructional models for the 2020-2021 academic year, administrators and educators must consider students’ physical, mental and social-emotional health above all else. And, an important part of the solution must be health and physical education. Demonstrate how your organization is positioned to support educators (and their students) as they prepare an environment for safe and supportive instruction.

Sponsored Webinars include hosting through SHAPE America platform(s), SHAPE America marketing/promotional support, a SHAPE America-supported “dress rehearsal”, a SHAPE America host for the live presentation, and an On-Demand version accessible for viewing at a later date through the SHAPE America Online Institute.

Pre-Webinar Promotion

- One (1)-month Right Column Box Ad insertion on the SHAPE America Blog to promote your products and resources
- One (1) promotional e-blast to market the webinar to the SHAPE America community, including logo recognition, text acknowledgement of the sponsorship, and a banner ad (650 W x 75 H; JPG) with URL link
- Promotional blurb with link to webinar registration included in one (1) issue of Et Cetera; blurb to include text sponsor credit
- Two (2) social media posts to promote the webinar, including a sponsor ID (e.g., Thank you to our sponsor @ABC Company)

During the Webinar

- Verbal recognition at the beginning and end of the webinar
- Logo recognition with “sponsored by” ID on each slide (Sponsors shall be required to use the SHAPE America PPT template for webinars)

After the Webinar

- Webinar Landing Page housing an On-Demand version of the webinar for viewing after the live presentation, including:
  - Webinar Title
  - Long description of the webinar
  - Text sponsor credit
  - Up to three (3) PDF downloadable resources to be featured on the Resources tab
  - Promotional blurb announcing the On-Demand availability of the Sponsored Webinar included in one (1) issue of Et Cetera; includes a link to the Webinar Landing Page

Rates (per Webinar)

Standard: $2,500 | PAHC: $2,000

Limit of 1 Sponsored Webinar per month; limit of 1 Sponsored Webinar per organization annually.
SHAPE America By You, For You Webinar Series

About the Series
Led by classroom teachers and industry experts, this series of professional learning sessions will deliver insights, innovations and opportunities to the health and physical education community. Align your brand as the exclusive sponsor of this popular series and generate a high-level of visibility throughout the year.

Sessions selected for inclusion in the By You, For You Webinar Series will be categorized in one of the following four content areas:

- Physical Education
- Physical Activity
- Health Education
- Professional Preparation/Higher Education

The series features 12 sessions, which are recorded and released throughout the school year. All sessions are offered free-of-charge to SHAPE America members; non-members are able to access the series for a nominal fee of $19.96 per webinar.

Average participation per webinar is 160 registrants, with a low-end of 40 and a high-end of over 500 individuals.

Rates for Exclusive Series Sponsor
Standard: $7,500 | PAHC: $6,375

Package Inclusions
- One (1) Dedicated E-blast: Send your message directly to SHAPE America members and stakeholders. E-blasts are designed by the sponsor and submitted to SHAPE America in HTML format ready for deployment. All emails will be clearly labeled as “Promotional Content” or “Advertising” and deployed through SHAPE America’s Informz email communication platform.
- Twelve (12)-month banner/box ad insertion the Professional Development pages of the SHAPE America website to promote your products and resources throughout the year; ad graphics may be updated periodically at sponsor’s discretion
- Inclusion in all By You, For You Webinar Series promotional e-blasts, including text acknowledgement and a sponsor-provided banner ad (650px W x 75px H; JPG) with URL link
- Logo incorporated into the graphic created for each webinar in the By You, For You Webinar Series, to appear on the following SHAPE America website pages: Webinars and Online Courses, SHAPE America Online Institute Dashboard (rotating), SHAPE America Online Institute Catalog, and SHAPE America Online Institute Webinar Landing pages
- Text acknowledgement of sponsorship will appear in “hover” box for each included webinar through the SHAPE America Online Institute Catalog
- Each individual Webinar Landing page will incorporate a text acknowledgement into the webinar description
- Opportunity to provide up to three (3) PDF documents to be distributed with the webinar. Documents will be attached to each included webinar and will appear on the Resources tab of each Webinar Landing page, as well as the Resources section when each webinar is viewed
- Logo incorporated on all presentation slides for each recorded webinar included in the series
- Verbal recognition at the beginning and end of each recorded webinar included in the series
- Opportunity to provide a full-color ad slide to be inserted at the end of each webinar slide presentation; SHAPE America will provide the template slide on which the ad may be created
About Et Cetera

*Et Cetera* is a bi-weekly e-newsletter that delivers timely information on a variety of topics relevant to SHAPE America and health and physical educators.

SHAPE America tackles today’s most relevant issues, gathered from leading news sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of approximately 41,000 health, physical education, sport, recreation and dance educators, *Et Cetera* keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.
Advertising Options and Specifications

Leaderboard

**Limit 1 per issue**

This premier position provides your company with top exposure and quality traffic.

**Artwork Specifications**
- **Size:** 728px W x 90px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

Lower Leaderboard

**Limit 1 per issue**

The lower leaderboard gives your company a prominent position right under the *Et Cetera* masthead.

**Artwork Specifications**
- **Size:** 580px W x 70px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

Featured Article

**Limit 1 per issue**

Feature your best content with this placement and include a 5- to 7-word headline, 100-word description and link to the article of your choice.

**FEATURED ARTICLE**

*Athletes Turn to the Potato for Its Performance Benefits*

With the carbohydrate, potassium and energy they need, it’s no wonder athletes everywhere are choosing potatoes to perform at their best. Carbohydrate is the primary fuel for your brain and a key source of energy for muscles. Potassium is an important electrolyte that aids in muscle, cardiovascular and nervous system function. Finally, adequate energy intake supports optimal body functions. With so many potato varieties and forms available, it’s easy to enjoy the benefits of potatoes at any time of day, every day of the week. [READ MORE]
Advertising Options and Specifications

Product Showcase

Limit 2 per issue
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Artwork Specifications
Size: 175px W x 175px H
File format: JPG
URL link: includes 1 URL hyperlink

Artwork Specifications
ONLINE Physical Education Master Teacher 1 A.A.Ed.
Take your PE classroom to the next level with an online Master of Arts in Education in Physical Education program. Choose an emphasis in pedagogy, which helps to enhance your instruction, or an emphasis in special populations, which helps understand challenges and inclusion of students with disabilities.

Sponsored Content

Limit 2 per issue
Share your subject matter expertise with HPE professionals through this placement that include 5 unique headlines (each includes a URL link) and your logo.

Artwork Specifications
Size: 150px W x 100px H
File format: JPG
URL link: includes 5 URL hyperlinks

Banner Ad

Limit 2 per issue
Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.

Artwork Specifications
Size: 468px W x 60px H
File format: JPG
URL link: includes 1 URL hyperlink

SPONSORED CONTENT
Promoted by:
- NEW: SPARKademy Live -- SPARK Staff Development Online PD +
  Virtual Sessions
- Junk Webinar: Empowering Kids to be Healthy and Smart from the
  Inside Out
- Digital Activity Sessions with SHAPE America Standards and Grade-Level
  Outcomes
- SPARKHome: 3 Weeks Teacher and Parent Resources for Distance Learning
- SPARKademy.org -- 50+ No Cost Professional Development Sessions
## Advertising Rates

<table>
<thead>
<tr>
<th>Term</th>
<th>Leaderboard</th>
<th>Lower Leaderboard</th>
<th>Banner Ad</th>
<th>Product Showcase</th>
<th>Sponsored Content</th>
<th>Featured Article</th>
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‡ Insertion rates are for 2 issues per month (e.g., 1 Month = 2 issues; 2 Months = 4 issues; 3 Months = 6 issues; etc.) Insertions for the months of September 2020 and March 2021 will receive one (1) additional bonus issue at no extra charge.

Please Note: Each issue of Et Cetera is capped at a maximum of 9 advertising placements.
### Artwork/Content Deadlines and Issue Release Dates

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About Momentum

*Momentum*, SHAPE America’s digital magazine published three times annually, brings insights, ideas and inspiration to the health and physical education community.

**Departments**
- President’s Message
- From the CEO
- Teacher to Teacher
- Advocacy
- Reflection
- Districts
- Resource Roundup
- Research
- Final Bell

**Included Ad Features**
- “Shoppable” Links – direct readers to your e-commerce site through clickable links directly from your ad
- Web Links – lead readers to more information or additional content with clickable links directly from your ad placement

**Ad Upgrades**
- Embedded Video – engage readers with YouTube or Vimeo video content that plays directly from your ad

*Momentum* helps promote SHAPE America’s mission to advance professional practice and promote research related to health and physical education, physical activity, dance and sport. Packed with member-focused and member-generated content, *Momentum* includes classroom tips, professional development resources and advocacy news, as well as updates on partnerships, educational programs and upcoming conferences.

41,000 circulation per issue
3 annual issues

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41,000 circulation per issue
3 annual issues
## Advertising Rates, Sizes, and Upgrades

### Ad Sizes and Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Depth</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
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</thead>
<tbody>
<tr>
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<td><strong>Width</strong></td>
<td><strong>Depth</strong></td>
<td><strong>Standard</strong></td>
<td><strong>PAHC</strong></td>
<td><strong>Standard</strong></td>
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<td>$1,980.00</td>
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<td>4.5&quot;</td>
<td>$1,200.00</td>
<td>$1,080.00</td>
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<tr>
<td>½-Page Vertical</td>
<td>3.5&quot;</td>
<td>9.5&quot;</td>
<td>$1,200.00</td>
<td>$1,080.00</td>
<td>$2,280.00</td>
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<tr>
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<td>$970.00</td>
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<td>$730.00</td>
<td>$657.00</td>
<td>$1,387.00</td>
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</table>

*Please Note: C2, C3, and C4 positions are each limited to one advertiser per issue per position.

### Upgrade Options

<table>
<thead>
<tr>
<th>Description</th>
<th>File Source</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
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<td><strong>Standard</strong></td>
<td><strong>PAHC</strong></td>
<td><strong>Standard</strong></td>
</tr>
<tr>
<td>Embedded Video</td>
<td>YouTube or Vimeo</td>
<td>$500.00</td>
<td>$450.00</td>
<td>$950.00</td>
</tr>
</tbody>
</table>

advertising@shapeamerica.org • (703) 476-3457
Specifications, Conditions, and Deadlines

### Technical Requirements & Specs

- **Digital files are required for advertising submissions.** Ads must be high-resolution (300 dpi or greater) PDF, JPEG or EPS. All black-and-white images must be set to “grayscale,” and all color images should be “CMYK.”
- **Bleeds:** Keep essential matter within ¼” of trim size
- **Image Resolution:** All images should be at least 300 dpi
- **Trim Size:** 8.375” W x 10.875” D  
  **Image Size:** 7.375” W x 9.875” D
- **Color:** 4-color
- **Embedded Video:** Must be YouTube or Vimeo – please provide the embed code. For optimal reader response, integrate a still image from the video directly in the ad design.

### Conditions

All advertising is subject to approval by the publisher. The publisher will not accept responsibility for the content of ads, including errors. The publisher reserves the right to place the word “advertisement” with copy that, in the publisher’s opinion, resembles editorial matter. Any advertising that casts a negative light on its competitors is not acceptable; therefore SHAPE America has the right to reject any advertising content that does so. SHAPE America does not verify or substantiate the claims of advertisers. As a matter of law, it is the responsibility of an advertiser, not the publisher, to substantiate its claims.

### Deadlines and Due Dates

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<thead>
<tr>
<th>Issue</th>
<th>Space Reservations</th>
<th>Final Art</th>
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<tbody>
<tr>
<td>Fall 2020</td>
<td>July 28, 2020</td>
<td>August 17, 2020</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>December 9, 2020</td>
<td>January 6, 2021</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>March 29, 2021</td>
<td>April 16, 2021</td>
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</table>
About the SHAPE America Blog

Launched in August 2019, the SHAPE America blog offers articles on a variety of health and physical education topics authored by SHAPE America staff, leadership, and other invited guest authors.

The blog offers the HPE community a resource where they can find trusted and reliable information, as well as new ideas and fresh perspectives. Blog posts are promoted through the SHAPE America homepage, bi-weekly Et Cetera e-newsletter and through SHAPE America’s well-trafficked social media outlets. The Top 5 most popular blog articles from the past year include:

1. **How to Integrate Social and Emotional Learning in PE to Improve Classroom Climate** (November 2019; 13,014 pageviews), authored by Kyle Bragg, National Board Certified Teacher, 2018 Arizona Elementary Physical Education Teacher of the Year

2. **7 Steps to Go From Surviving to Thriving with HPE at Home** (March 2020; 6,429 pageviews), authored by Kate Cox, National Board Certified physical educator, 2017 CAHPERD Middle School Teacher of the Year, 2018 SHAPE America District Teacher of the Year

3. **Resources to Help Students Stay Healthy and Physically Active at Home** (March 2020; 3,581 pageviews), authored by Larissa Brickach, managing editor of the SHAPE America blog, Momentum magazine, and Et Cetera e-newsletter

4. **5 Ways to Change How Other Teachers View Physical Education** (December 2019; 3,556 pageviews), authored by Dan DeJager, 2019 SHAPE America National High School Physical Education Teacher of the Year, university lecturer, curriculum writer and teacher in Sacramento, CA

5. **5 Things to Do the First Week of Health Education Class** (August 2019; 2,504 pageviews), authored by Nicole Beard, 2016 Maryland Health Education Teacher of the Year, 2019 SHAPE America Eastern District Health Education Teacher of the Year
Banner and Box Advertising Options and Specifications

**Site Header**

*Limit 1 per month*

This premium, featured position provides your company with top exposure and quality traffic.

**Artwork Specifications**

- **Size:** 1100px W x 98px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

**Below Post Title**

*Limit 1 per month*

This top position gives your company a prominent position right under the title of each blog post.

**Artwork Specifications**

- **Size:** 728px W x 90px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

**Below Post Content**

*Limit 1 per month*

This banner position, located just below the content of each blog post, allows your company to combine text, colors and graphics into a unique sales message for committed buyers.

**Artwork Specifications**

- **Size:** 728px W x 90px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

**Right Column**

*Limit 2 per month*

This large format position provides your company with good exposure in the right column of the blog, just below the Recent Posts section.

**Artwork Specifications**

- **Size:** 300px W x 250px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink
# Advertising Rates, Sizes, and Specifications

<table>
<thead>
<tr>
<th>Term</th>
<th>Site Header</th>
<th>Below Post Title</th>
<th>Below Post Content</th>
<th>Right Column</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>PAHC</td>
<td>Standard</td>
<td>PAHC</td>
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<td></td>
<td>Standard</td>
<td>PAHC</td>
<td>Standard</td>
<td>PAHC</td>
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<td>$5,443.20</td>
<td>$4,898.89</td>
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</tbody>
</table>

## Technical Requirements & Specs

**Banner and Box Advertising Insertions**

Digital files are required for advertising submissions. Ads must be high-resolution (300 dpi or greater) JPG format.

Placements rotate across all blog articles for the contracted placement term and link to a provided URL.
Native Advertising

“Sponsored Content” Blog Post
Connect with professionals in the health and physical education community through meaningful sponsored content. Designed with branded content in mind, our new native advertising option will give your brand the platform you need to build relationships with HPE educators.

General Guidelines for Native Advertising

• SHAPE America will publish a maximum of one (1) “Sponsored Content” blog post per month; this may be subject to change in the future.
• Posts currently are available only to current SHAPE America partners, advertisers and sponsors.
• Advertisers/sponsors who want the benefit of contributing editorial content must agree to meet SHAPE America’s required Editorial Guidelines and Standards. SHAPE America reserves editorial rights and approval of all blog posts.
• The tone and quality of “Sponsored Content” blog posts should reflect SHAPE America editorial values – and primarily serve the reader. This means no “hard sell” of products and services – nothing that would be considered an aggressive sales pitch.
• Effective blog content should be honest and provide to the reader, even to someone not interested in buying or using a particular product or resource.
• All “Sponsored Content” blog posts will be identified as “Sponsored Content.”
• “Sponsored Content” blog posts will have their own category within the SHAPE America blog, allowing users to search for all “Sponsored Content.”
• Paid advertising placements are suppressed on “Sponsored Content” posts. In-house SHAPE America placements recognizing Year-Round Mission Partners and members of Partners for Active and Healthy Children will appear on “Sponsored Content” posts.

Promotion

• Advertiser will be provided with a URL link for the post.
• Post will initially appear on the landing page of the SHAPE America blog and thereafter may be found by scrolling through previous posts.
• All “Sponsored Content” blog posts will be promoted on the SHAPE America homepage for one (1) week and through the Et Cetera e-newsletter and via social media (Facebook and Twitter).
• Submit post content based on the provided Editorial Guidelines & Standards document.
Advertising Rates, Sizes, and Specifications

Native Advertising Insertion Rates

<table>
<thead>
<tr>
<th>Insertion Type</th>
<th>Standard</th>
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</thead>
<tbody>
<tr>
<td>“Sponsored Content” Post</td>
<td>$1,825.00</td>
<td>$1,642.50</td>
</tr>
</tbody>
</table>

Limit of one (1) “Sponsored Content” Post per organization annually.

Technical Requirements & Specs

Native Advertising Insertions

- Advertiser may provide a Featured Image (680 x 350) to appear at the top of the post. The image should tie into the content of the post; image should not be an “ad” or include a logo.
- Provide logo (175 x 175) to be used as the “author” headshot; file format should be JPG.
- Provide a brief description of approximately 50 words to be included in the “author” section.
- Advertiser shall also receive an ad placement on their post in the Right Column location; refer to page 19 for technical requirements and specifications.
About the HPE Marketplace Guide

Launched in August 2019, the HPE Marketplace Guide provides an online resource for health and physical education professionals seeking new products and services for their classrooms. Searchable by categories, the HPE Marketplace Guide offers an affordable option to showcase your organization year-round (all listings are for 12 months). The Guide is promoted through Momentum, Et Cetera, and social media posts.

Categories

- Adapted Physical Education Equipment & Supplies
- Apparel
- Assessments
- Association/Non-Profit Organization
- Athletic Equipment & Supplies
- Business Services
- Coaching Equipment & Supplies
- Community Wellness
- Continuing Education Courses
- Curriculum and Lesson Plans
- Facilities Equipment & Services
- Fitness Equipment & Accessories
- Fitness Technology
- Food & Beverage
- Graduate Programs
- Health Education Resources
- Insurance
- Nutrition
- Olympic Sports/National Governing Bodies
- Physical Education Equipment
- Playground Equipment
- Professional Development & Training
- Publishing
- Research
- Social Emotional Wellness
- Teacher Recruitment/Employer
- Undergraduate Programs
- Wellness
Advertising Options and Specifications

**Featured Company Ad**

*Limit 1 per month*

This premium position banner appears at the top of the HPE Marketplace Guide. The package includes your custom banner graphic and a hyperlink to your preferred URL.

**Artwork Specifications**

- **Size:** 1200px W x 140px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

**Right-Column Ad**

*Limit 3 per month*

These prime position box ads appear in the right column of the HPE Marketplace Guide. The package includes your custom graphic ad and a hyperlink to your preferred URL.

**Artwork Specifications**

- **Size:** 380px W x 320px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink
Listing Options and Inclusions

Basic Listing*

*Unlimited availability*

These year-round listings include:

- Company name
- Phone number
- Active web link
- Active email
- Inclusion in your choice of three (3) categories

*Members of Partners for Active and Healthy Children receive a Basic Listing.*

Premier Listing

*Unlimited availability*

Featuring priority placement above Basic Listings, this year-round package includes all Basic Listing elements, plus:

- Priority placement above Basic Listings
- Full-color company logo
- Active Facebook, Instagram and Twitter links
- 50-word description
- Inclusion in your choice of two (2) additional categories

Category Sponsor

*Limit 3 per category*

This year-round listing provides guaranteed placement in the 1st, 2nd, or 3rd position within a single category of your choice. Listing includes all Premier Listing elements, plus:

- Premium placement above Premier and Basic Listings within a single category of your choice
- One (1) embedded video (advertiser must provide embed code logic for YouTube or Vimeo)
- Upgraded 100-word description
- Premier Listing in four (4) additional categories
### Listing and Advertising Rates

#### HPE Marketplace Guide Listing Rates*

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<thead>
<tr>
<th>Listing Type</th>
<th># Available</th>
<th>Standard</th>
<th>PAHC**</th>
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</thead>
<tbody>
<tr>
<td>Category Sponsor – 1st Position</td>
<td>1 per category</td>
<td>$800.00</td>
<td>$540.00</td>
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<tr>
<td>Category Sponsor – 2nd Position</td>
<td>1 per category</td>
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<td>$405.00</td>
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<tr>
<td>Category Sponsor – 3rd Position</td>
<td>1 per category</td>
<td>$500.00</td>
<td>$270.00</td>
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<tr>
<td>Premier Listing</td>
<td>Unlimited</td>
<td>$350.00</td>
<td>$135.00</td>
</tr>
<tr>
<td>Basic Listing</td>
<td>Unlimited</td>
<td>$200.00</td>
<td>Included</td>
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<tr>
<td>Additional Categories</td>
<td>Unlimited</td>
<td>$50.00</td>
<td>$45.00</td>
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</table>

*All listings are for twelve (12) months

* A Basic Listing is included in each Partners for Active and Healthy Children (PAHC) membership. PAHC rates listed for Category Sponsor positions and Premier Listing reflect the amount a member would pay to upgrade to that listing type.

#### Term

<table>
<thead>
<tr>
<th>Term</th>
<th>Featured Company</th>
<th>Right Column</th>
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<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>PAHC</td>
</tr>
<tr>
<td>1 Month</td>
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<td>2 Months</td>
<td>$254.80</td>
<td>$229.32</td>
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<td>3 Months</td>
<td>$378.30</td>
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<td>4 Months</td>
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<td>$449.28</td>
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<td>5 Months</td>
<td>$611.00</td>
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<td>6 Months</td>
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<td>9 Months</td>
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<td>$982.80</td>
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</tr>
<tr>
<td>12 Months</td>
<td>$1,248.00</td>
<td>$1,123.20</td>
</tr>
</tbody>
</table>

NOTE: Availability for ad insertions is based on per month (e.g., limit of one (1) Featured Company ad per month; limit of three (3) Right Column ads per month)
About www.shapeamerica.org

The SHAPE America site receives over 2 million views annually, attracting a highly targeted and valuable audience of health and physical education, recreation and dance professionals representing many disciplines. Take advantage of opportunities to place your ad on key areas of our website.

Please Note: Website statistics sited on the following pages reflect the 12-month period of June 1, 2019 – May 31, 2020
Advertising Packages and Specifications

Sections: Homepage

Limit 1 per month
This premium position on the SHAPE America homepage is guaranteed to drive traffic to your website.

Artwork Specifications
Size: 1000px W x 110px H
File format: JPG
URL link: includes 1 URL hyperlink

Sections: Conferences and Events

Limit 1 per month
Gain exposure through a banner ad on this popular listing of upcoming health and physical education events and conferences.

Artwork Specifications
Size: 1000px W x 110px H
File format: JPG
URL link: includes 1 URL hyperlink
Advertising Packages and Specifications

Sections: Professional Development

Limit 1 per month

Capture attention through this ad posted on the Professional Development landing page and eleven (11) related pages, including information on workshops, the SHAPE America podcast series, distinguished lecture series, and more. Ad insertions will be placed on the following pages:

1. Professional Development landing page
2. Workshops page
3. Adapted PE/PA Workshops page
4. National Physical Education Standards Workshops page
5. Skills-based Health Education Workshops page
6. Physical Best Workshops page
7. Podcast Archives page
8. Research page
9. Distinguished Lecture Series page
10. Research Fellow Program page
11. Continuing Education Credits page
12. SHAPE America Online Institute main page

Artwork Specifications
Size: 1000px W x 110px H AND 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Sections: Career Center

Limit 1 per month

Reach future professionals and educators seeking their next opportunity with this ad placed on the Career Center landing page and thirteen (13) related pages that include tips for future professionals, job search, post a job, student center and other career tools. Ad insertions will be placed on the following pages:

1. Career Center landing page
2. Tips for Future HPE Professionals page
3. Find a Job page
4. Post a Job page
5. Student Center page
6. Career Tools page
7. Fields of Study main page
8. Fields of Study/PE page
9. Fields of Study/Athletic Training page
10. Fields of Study/Coaching page
11. Fields of Study/Dance page
12. Fields of Study/Kinesiology page
13. Fields of Study/Health Education page
14. Fields of Study/Sport Management page

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

59,462 annual pageviews
4,955 avg. monthly pageviews
43% vs. 57%
Returning vs. New Visitors

30,653 annual pageviews
2,554 avg. monthly pageviews
32% vs. 68%
Returning vs. New Visitors
Advertising Packages and Specifications

**Sections: Resources and Publications**

*Limit 1 per month*

Drive traffic to your website with this ad placed on the Resources and Publications landing page and seventeen (17) related landing pages, including SHAPE America’s popular Download Library, *Momentum*, *Et Cetera*, and research journal pages. Ad insertions will be placed on the following pages:

1. Resources and Publications landing page
2. Download Library – Posters/Infographics page
3. Download Library – Curriculum/Lessons page
4. Download Library – Activity Calendars
5. Download Library – Skills-based Health Education Activities
6. Download Library – Standards-based Physical Education Activities
7. Download Library – Heart Healthy Activities
8. Download Library – Early Childhood Activities
9. Download Library – e-Guides page
10. Download Library – Member-Shared Resources
11. *Momentum* landing page
12. *Et Cetera* landing page
13. SHAPE America Journals main page
14. American Journal of Health Education (AJHE) page
15. Journal of Physical Education, Recreation and Dance (JOPERD) page
16. Strategies: A Journal for Physical and Sport Educators page
17. Research Quarterly for Exercise Science (RQES) page
18. Measurement in Physical Education and Exercise Science Journal (MPEES) page

**Artwork Specifications**

- **Size:** 1000px W x 110px H AND 380px W x 320px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink

**Sections: Teacher’s Toolbox**

*Limit 2 per month*

Reach health and physical educators with an ad that appears on the Teacher’s Toolbox landing page and ten (10) related pages. Ad insertions will be placed on the following pages:

1. Teacher’s Toolbox landing page
2. Activity Calendars page
3. Hot Topics page
4. Adapted PE page
5. Early Childhood page
6. Elementary PE page
7. Secondary PE page
8. Health Education page
9. Coaching page
10. PETE/HETE page
11. Research page

**Artwork Specifications**

- **Size:** 380px W x 320px H
- **File format:** JPG
- **URL link:** includes 1 URL hyperlink
Advertising Packages and Specifications

Sections: Coach’s Toolbox

Limit 2 per month

Target coaches with your ad that will appear on the Coach’s Toolbox landing page and ten (10) related pages. Ad insertions will be placed on the following pages:

1. Coach’s Toolbox landing page
2. National Standards for Sport Coaches page
3. Training and Nutrition page
4. Sport Safety page
5. Sport Psychology page
6. Athletes with Disabilities page
7. College Recruiting page
8. Upcoming Events page
9. Professional Development page
10. Position Statements page
11. Contributors page

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

22,017 annual pageviews
1,835 avg. monthly pageviews
38% vs. 62% Returning vs. New Visitors

Targeted Content: Health Education

Limit 2 per month

Your ad will appear on nine (9) pages that showcase health education-specific content such as health education teacher preparation, the National Health Education Standards, appropriate practices for school health, health education position statements, school-based employee wellness, Health Literacy Month, and more. Ad insertions will be placed on the following pages:

1. Health Literacy landing page
2. HETE page
3. Health Education Standards page
4. Appropriate Practices page
5. Position Statements page
6. Fields of Study/Health Education page
7. Health Careers page
8. School-based Employee Wellness page
9. Health Literacy Month page

Artwork Specifications
Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

56,764 annual pageviews
4,730 avg. monthly pageviews
40% vs. 60% Returning vs. New Visitors
Advertising Packages and Specifications

Targeted Content: Physical Education

Limit 2 per month

This grouping of twelve (12) physical education-specific content pages includes resources such as student assessment, curriculum, appropriate instruction, position statements, appropriate practices, SHAPE America’s National Standards & Grade-Level Outcomes for K-12 Physical Education, National Physical Education & Sport Week, and more. Ad insertions will be placed on the following pages:

1. Policy and Environment page
2. Fields of Study/PE page
3. Physical Education vs Physical Activity page
4. Physical Literacy page
5. Student Assessment in PE page
6. Curriculum in PE page
7. What is Physical Education page
8. Appropriate Instruction page
9. National Physical Education Standards page
10. Physical Education Position Statements page
11. Appropriate Instructional Practice Guidelines page
12. National Physical Education & Sport Week page

Artwork Specifications

Size: 380px W x 320px H
File format: JPG
URL link: includes 1 URL hyperlink

Classified-style Ads: Event Listings

Unlimited monthly availability

Promote your upcoming workshop, conference or event to health and physical education professionals through this classified-style listing placed on the Conferences and Events page. Listings include:

- Listing title (maximum of 5 words)
- Brief description (up to 30 words)
- URL link to your event website/event page for more details

Classified-style Ads: Grant Opportunity Listings

Unlimited monthly availability

Draw attention to grant opportunities offered to health and physical education professionals through your organization with this classified-style listing placed on the Grants, Awards and Accreditation page. Listings include:

- Grant title (maximum of 5 words)
- Brief description (up to 30 words)
- URL link to your grant opportunities page for more details

364,159 annual pageviews
30,347 avg. monthly pageviews
40% vs. 60% Returning vs. New Visitors
Advertising Packages and Specifications

Career Center Job Postings: Featured Employer

*Limit 1 per month*
Recruit your next employee through the SHAPE America website. This position provides guaranteed placement at the top of the Career Center Job Postings page.

**Landing Page Featured Tile Specifications**
- Image/logo (725px W x 480px H)
- Organization name/city/state
- Brief description (up to 30 words)
- Link to sub-page for your organization

**Sub-page Specifications**
- Image (725px W x 480px H)
- Organization logo (440px W x 248px H)
- Callout Box for application deadline, online application URL, and email address for employment questions
- Overview of organization, who can apply, how to apply, and reasons to apply (up to 350 words)

Career Center Job Postings: Premium Job Listing

*Limit 9 per month*
These listings appear below the Featured Employer Listing, but before all Basic Listings on the Career Center Job Postings page.

**Landing Page Highlighted Tile Specifications**
- Organization name/city/state
- Brief description (up to 30 words)
- Link to a sub-page for your organization

**Sub-page Specifications**
- Organization logo (440px W x 248px H)
- Callout Box for application deadline, online application URL, and email address for employment questions
- Overview of organization, who can apply, how to apply, and reasons to apply (up to 200 words)

Career Center Job Postings: Basic Job Listings

*Unlimited monthly availability*

- Listing title (maximum of 5 words)
- Brief description (up to 30 words)
- URL link to direct job posting on your site
## Advertising Rates

### Website Sections

<table>
<thead>
<tr>
<th>Term</th>
<th>Homepage</th>
<th>Conferences &amp; Events</th>
<th>Professional Development</th>
<th>Career Center</th>
<th>Resources &amp; Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>PAHC</td>
<td>Standard</td>
<td>PAHC</td>
<td>Standard</td>
</tr>
<tr>
<td>1 Month</td>
<td>$790.00</td>
<td>$711.00</td>
<td>$206.50</td>
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</table>

*SHAPES Society of Health and Physical Educators*

## Advertising Rates

### Website Sections

<table>
<thead>
<tr>
<th>Term</th>
<th>Teacher’s Toolbox</th>
<th>Coach’s Toolbox</th>
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</thead>
<tbody>
<tr>
<td></td>
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## Targeted Content

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<tr>
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</table>
### Advertising Rates

#### Classified-Style Ads

<table>
<thead>
<tr>
<th>Term</th>
<th>Event Listings</th>
<th>Grant Opportunities</th>
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</thead>
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<td></td>
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</table>

#### Career Center Job Postings

<table>
<thead>
<tr>
<th>Term</th>
<th>Featured Employer</th>
<th>Premium Job Listing</th>
<th>Basic Job Listing</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Standard</td>
<td>PAHC</td>
<td>Standard</td>
</tr>
<tr>
<td>1 Month</td>
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<td>$125.00</td>
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<td>11 Months</td>
<td>$1,353.00</td>
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<tr>
<td>12 Months</td>
<td>$1,440.00</td>
<td>$1,296.00</td>
<td>$1,200.00</td>
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</tbody>
</table>
Advertising Policy

Acceptance of Advertising

• Acceptance of advertising is subject to review and approval by SHAPE America.
• No advertising shall be permitted that may injure the good name or reputation of SHAPE America.
• SHAPE America prohibits discrimination on the basis of race, religion, creed, sex, age, marital status, sexual orientation, national origin, disability, or veteran status in the treatment of participants in, access to, or content of its programs and activities.
• Advertising will not be accepted if it promotes any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, vaping products, marijuana, opioids, partisan causes or the simulation of news or is directed at children.
• Promotion of products, meetings, and services that compete directly with those offered by SHAPE America is generally prohibited.
• Membership solicitation by organizations other than SHAPE America is prohibited. Fundraising by organizations or individuals other than SHAPE America is strictly prohibited.
• The following online advertising formats are prohibited:
  • Pop-ups and floating advertisements.
  • Advertisements that collect personally identifiable information from visitors without their knowledge or permission.
  • Advertisements that extend across or down the page without the visitor having clicked or rolled over the ad.
  • Advertisements that send visitors to another site without the visitor having clicked the ad.
• The use of the SHAPE America and health. moves. minds. names, seals and/or logos are prohibited without SHAPE America’s prior written approval.
• Advertisements may not imply endorsement by SHAPE America, its publications or websites except as may be provided for under a separate agreement, in which as advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.
• SHAPE America strictly prohibits false, deceptive, misleading and unfair methods of competitive advertising. Any advertising that casts a negative light on its competitors is not acceptable; therefore, SHAPE America has the right to reject any advertising copy that does so.
• SHAPE America reserves the right, at its absolute discretion and at any time before publication, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of copy by SHAPE America, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to SHAPE America.
Advertising Policy

Acceptance of Advertising (continued)

- Advertisements that simulate editorial content must be clearly labeled “ADVERTISEMENT” and SHAPE America may, in its sole discretion, so label such copy. Such advertisements must appear in a different typeface than that used for SHAPE America’s editorial material.
- SHAPE America does not vouch for or assume any responsibility for any material contained on web sites to which it links. The following statement will appear on each SHAPE America website — “The appearance of an advertisement on a SHAPE America site is neither a SHAPE America guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser.”
- SHAPE America will not link to web sites that frame SHAPE America sites content without express permission of SHAPE America; prevent the viewer from returning to the SHAPE America website or other previously viewed screens, such as by disabling the viewer’s “back” button; redirect the viewer to a website the viewer did not intend to visit; or that do not otherwise follow SHAPE America policies with respect to use of SHAPE America logos and trademarks. SHAPE America reserves the right to not link to or to remove links to other websites.
- Advertising rates are subject to change without notice.

General Guidelines

- Advertiser and/or Agency agree that all material necessary for the placement must arrive at SHAPE America no later than the published closing dates. Advertiser and/or Agency agrees that in the event that such materials are not sent in time, that SHAPE America will not have any responsibility to Advertiser and/or Agency for failure to publish the proposed ad and hereby agrees that SHAPE America is authorized to publish the last prepared ad of Advertiser, if any, and that Advertiser will pay the contracted amount for the ad.
- In the event that the Advertiser and/or Agency pulls an ad after the space reservation deadline, therefore breaching the Advertising Contract, SHAPE America will not refund monies to the Advertiser or Agency.
- In the event a volume of advertising less than that agreed is used and paid for or the Advertiser or Agency otherwise breaches the terms of the Advertising Contract, or if at any time, SHAPE America in its reasonable judgment determines that Advertiser is not likely to have utilized the amount of space specified in the Advertising Contract, any rate discount will be nullified and Advertiser and Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used, in accordance with the applicable rates schedules (“short-rate”). In such event, Advertiser and Agency must reimburse SHAPE America for the short-rate within ten (10) days of SHAPE America’s invoice therefore and Advertiser will thereafter pay for advertising at the open rate or at the newly-determined rate(s) (as applicable).
- The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by SHAPE America, not may Advertiser or Agency authorize any others to use any advertising space.
Advertising Policy

General Guidelines (continued)

• Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted but such restrictions or specifications are at SHAPE America’s sole discretion.

• It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. If SHAPE America becomes aware of any breach or potential breach of any applicable law or regulation, or of this Advertising Policy, SHAPE America may remove the advertising.

• SHAPE America prefers to work with advertisers who share our mission of helping students, schools, and families achieve their physical and health educational goals and who provide education-seeking members a broad array of choices for the future.

• SHAPE America’s published Advertising Policy is not exhaustive and is subject to change at any time without notice.

Limitations of Liability

• Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and that publication by SHAPE America will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold SHAPE America harmless from and against any loss, expense, or liability (including attorney’s fees) resulting from claims or suits based upon such advertising, without limitation.

• As a not-for-profit, tax-exempt organization that publishes various publications, some of which contain advertising, SHAPE America does not verify or substantiate the claims of Advertisers. As a matter of law, it is the responsibility of an Advertiser and/or Agency, not SHAPE America, to substantiate its claims. Advertisers agree to indemnify and defend SHAPE America from any and all liability for all advertising content.

• Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes SHAPE America, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser’s liability to SHAPE America. The rights of SHAPE America shall in no way be affected by any dispute or claims as between Advertiser and Agency.

• SHAPE America’s liability for failure to publish an advertisement shall not exceed a refund of or credit for SHAPE America’s charge for such advertisement.